

Message Text

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PAGE 01 RIO DE 01699 111751Z
ACTION ICAE-00

INFO OCT-01 ARA-10 ISO-00 EB-08 ICA-11 COME-00 /030 W
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FM AMCONSUL RIO DE JANEIRO
TO SECSTATE WASHDC 6109
INFO AMEMBASSY BRASILIA
AMCONSUL SAO PAULO

LIMITED OFFICIAL USE RIO DE JANEIRO 1699

E.O. 11652: N/A
TAGS: EINV, SGEN, SOPN, BR
SUBJECT: EXAMPLES OF GOOD CORPORATE CITIZENSHIP

REF: STATE 51579

1. CONGEN RIO E/C OFFICERS HAVE DISCUSSED THIS SITUATION WITH VARIOUS RESIDENT US BUSINESSMENT, AND CONSUL GENERAL RAISED IT WITH MEMBERS OF THE AMERICAN CHAMBER OF COMMERCE (AMCHAM) BOARD OF DIRECTORS. WHILE THE RESULTS (BELOW) ARE A BIT THIN, THE PROCESS WAS VALUABLE BECAUSE A NUMBER OF FIRMS TOLD US THEY WOULD TRY HARDER TO LOOK AT THEIR COMMUNITY IMPACT. AS ONE AMERICAN SAID, "WE KNOW WE'RE DOING GOOD DEEDS HERE, BUT, UNTIL NOW, WE HADN'T THOUGHT ABOUT ENUMERATING THEM."

2. MAJOR EXAMPLE CITED BY U.S. FIRMS IS ACTIVE PARTICIPATION IN PROGRAM OF WORK TRAINING (ESTAGIO) FOR UNIVERSITY STUDENTS. ESTAGIO EMPHASIS WAS SPURRED BY AMCHAM CAMPAIGN LAST YEAR, BUT MANY U.S. FIRMS HAVE PARTICIPATED LONG BEFORE THE CHAMBER'S EFFORT. WHILE BRAZILIAN ESTAGIO SCHEME HAD ORIGINALLY BEEN DEVELOPED AS MEANS FOR STUDENTS TO ACQUIRE RELEVANT EXPERIENCE, IT HAS TENDED TO BE TREATED BY BRAZILIAN EMPLOYERS AS A SOURCE OF CHEAP "THROWAWAY"

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SKILLED LABOR, AND MANY ESTAGIARIOS' EXPERIENCE HAVE DONE THEM NO GOOD PROFESSIONALLY. THE U.S. FIRMS WITH WHOM WE TALKED SAID THEY HAD TRIED CONSCIENTIOUSLY TO PROVIDE BOTH RELEVANT EXPERIENCES AND DECENT WAGES. TEXACO IS A GOOD EXAMPLE: THEY HAVE 30 ESTAGIARIOS AT A TIME (SIX-MONTH PERIODS ARE REQUIRED UNDER THE BRAZILIAN SYSTEM), AND THEY PAY THEM 4,000 CRUZEIROS (ABOUT US\$ 250) PER MONTH --

CONSIDERABLY HIGHER THAN THE AVERAGE FOR THE PROGRAM BRAZIL-
WIDE. TEXACO HAS BEEN IN THE PROGRAM FOR 10 YEARS, AND DOES
NOT REALLY EXPECT TO HIRE MANY OF THEIR TRAINEES; THEY SEE
THE EXPERIENCE AS STRICTLY A COMMUNITY SERVICE.
SIMMONS

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NNN

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